KFJC 89.7 fm, 12345 El Monte Road, Los Altos Hills, CA 94022 415-960-4260

June 6, 1987

PROPOSAL FOR A KFJC BENEFIT

WHO : "Bay Area Laundromats", SURF laundry detergent, and KFJC present...

WHAT : "Surfing at the Oasis... the B.A.L. Blowout" with San Jose's own, "the Shockwaves",

WHERE : at the Oasis Laundry (corner of Newhall and Winchester Blvd., San Jose)

WHEN : on Friday evening, July 17 from 7 till 11 pm.

DETAILS: A KFJC Benefit Concert and a salute to the discontinued laundromat review program, "Bay Area Laundromats". The venue is the most highly rated laundromat in the two years of B.A.L. reviews, with carpeting, a fruit and juice bar, big screen TV, and lots of other features uncommon to traditional laundromats.

Shockwaves has agreed to perform (for the cost of a six pack), and Frank Luft is looking for an opening act (possibly the Mallards). Lever Brothers (the company that makes SURF laundry detergent) has agreed to donate $500.00 for 100 T-shirts with their logo and ours on them (I will be generating artwork for a B.A.L. logo to accompany KFJC's logo on the front of the shirt (maybe the red circle with the line through B.A.L. or has that been done already?)

See Slick

Attendees will also receive a complimentary box of SURF laundry detergent and a coupon toward their next purchase. This in itself may be worth the $2.00 admission price (free if you bring your laundry, but no free soap if you don't pay admission or make a donation).

This event could get us a lot of press; Leigh Weimers is a friend of the Oasis owner. Press releases should mention the product SURF as a sponsor, as should our SC's and fliers.

Production: Promotional SC's will be needed.

Publicity : Fliers and press releases are needed.

Promotions: I'd like to give away a few tickets on KSJS and SCU since the schools are near the laundromat. I think BASS is too much hassle for this event.

Engineering: We may want to record the performance.

Traffic : We should log spots during the first two weeks of July.

Business : We need to order 100 T-shirts as soon as the artwork is ready.

prepared by Rey Perini